

FOR IMMEDIATE RELEASE



Contact:
WorldDoc, Inc.
Jennifer Hall
Director of Marketing
(702) 966-5011
jhall@worlddoc.com

WorldDoc, Inc. Executive Publishes Article on Using Wellness Programs and Technology to Address Rising Health Care Costs

Discusses the Top Reasons Healthcare Costs Continue to Rise and the Proven Effectiveness of Consumer Care Management Systems in Lowering Costs, Improving Health

Las Vegas, NV, July 16, 2008 -- Despite the numerous solutions that health plans, employers, government entities and other organizations have implemented over the years to improve a population's health status while decreasing medical costs, health care expenditures continue to rise in the United States. In a recent article published by *Managed Care Outlook*, industry expert Shelly Martin, BSN, director of clinical development at WorldDoc, Inc., discusses why this is so by reviewing the past solutions put in place by the healthcare marketplace and the top factors attributed to this ongoing trend. She goes on to discuss the essential role of wellness programs that engage the consumer, integrated care management and technology via integrated, interoperable platforms in improving health and lowering costs.

Ms. Martin, 2007 Managed Care Nursing Leader of the Year, remarked, "Unless we alter the current culture of health care in the United States, health care costs will continue to spiral out of control, and we will continue to be a country of individuals of poor health. If individuals are made accountable for their health-related decisions and are able to access preventive services and tools to better understand their health, health outcomes and cost issues will improve dramatically."

Ms. Martin continued, "What is needed is a system that integrates a person's complete health record, enabling people to take charge of their health; improve their BP, BMI and prevent serious events such as heart attacks or strokes. People need the tools to become actively engaged and to work with their doctor in achieving their health goals."

For more information, download the article titled "Beyond the Copayment: Using Wellness Programs and Technology to Address Rising Health Care Costs," at http://worlddoc.net/news/in_the_news.asp.

About WorldDoc, Inc.

WorldDoc, Inc. is a leading provider of consumer care management systems to health plans, third party administrators (TPAs) and employers. WorldDoc's fully integrated product suite empowers individuals to make better health care decisions leading to decreased costs and improved health. WorldDoc's solutions integrate an individual's health risk assessment (HRA), medical and pharmacy claims, laboratory test results and biometric data to provide a comprehensive care management solution that includes personalized medical goals, care gap identification and secure, personalized, actionable programs and communications. WorldDoc's complete integration of a patient's health information provides a more personalized solution that increases member engagement. The company's solutions contribute to effectiveness and cost savings in the areas of demand and disease management, pharmacy cost containment and disease prevention. For more information, visit www.worlddoc.com.

###